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| <b>CERTIFICATE OF TRANSMISSION BY FACSIMILE (37 CFR 1.8)</b>  |                           |                         | Docket No.<br>RSW920010064US1 |  |
| Applicant(s): Bredow, et al.  |                           |                         |                               |  |
| Application No.<br>09/S45,542   | Filing Date<br>04/30/2001 | Examiner<br>Fadok, Mark | Group Art Unit<br>3625        |  |
| Invention: METHOD OF DISPLAYING A SHOPPING SUMMARY TO A SHOPPER WHO ACCESSES AN ELECTRONIC COMMERCE WEB SITE  |                           |                         |                               |  |
| Appeal No. - 2006-1346  |                           |                         |                               |  |
| <p>I hereby certify that this Associate Power of Attorney Or Agent (37 CFR 1.31) - 1 Page<br/>(Identify type of correspondence)<br/>is being facsimile transmitted to the United States Patent and Trademark Office (Fax. No. 571-273-8300<br/>on September 25, 2006<br/>(Date)</p> <p style="text-align: center;">Tina Holford<br/>(Typed or Printed Name of Person Signing Certificate)</p> <p style="text-align: center;"><br/>(Signature)</p> <p style="text-align: center;">Note: Each paper must have its own certificate of mailing.</p> |                           |                         |                               |  |

P15/RCV02

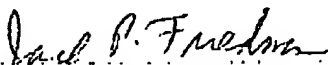
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| <b>Associate Power Of Attorney Or Agent (37 CFR 1.34)</b><br><b>(For Representation Related To A Patent Application)</b>  |                                  |   | Docket No.<br><b>RSW920010064US1</b> |
| In Re Application Of: <b>Bredow, et al.</b>   |                                  |   |                                      |
| Application No.<br><b>09/815,542</b>  | Filing Date<br><b>04/30/2001</b> | Examiner<br><b>Fadok, Mark</b>  | Group Art Unit<br><b>3625</b>        |
| Invention: <b>METHOD OF DISPLAYING A SHOPPING SUMMARY TO A SHOPPER WHO ACCESSES AN ELECTRONIC COMMERCE WEB SITE</b>   |                                  |   |                                      |
| Appeal No. - <b>2006-1346</b>   |                                  |   |                                      |
| <b><u>COMMISSIONER FOR PATENTS:</u></b>   |                                  |   |                                      |
| Please recognize the following as <input checked="" type="checkbox"/> Associate Attorney <input type="checkbox"/> Associate Agent in this application.  |                                  |   |                                      |
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| Address:  |                                  |   |                                      |
| Tel. No.  |                                  |   |                                      |
| Customer Number: <b>30449</b>   |                                  |   |                                      |
| <br>Signature of Principal Attorney or Agent of Record   |                                  | Dated: <b>09/25/2006</b>  |                                      |
| Jack P. Friedman<br>Registration No. 44,688<br>Schmelser, Olsen & Watts<br>22 Century Hill Drive - Suite 302<br>Latham, New York 12110<br>Tel. (518) 220-1850<br>Fax (518) 220-1857<br>E-mail: <a href="mailto:jfriedman@iplawusa.com">jfriedman@iplawusa.com</a> |                                  | <div style="border: 1px solid black; padding: 5px;"><p>I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to "Commissioner for Patents, P O Box 1450, Alexandria, VA 22313-1450" [37 CFR 1.8(a)] on</p><p style="text-align: center;">(Date)</p><p style="text-align: center;">Signature of Person Mailing Correspondence</p><p style="text-align: center;">Typed or Printed Name of Person Mailing Correspondence</p></div> |                                      |
| Registration Number & Address of Principal Attorney or Agent of Record  |                                  |   |                                      |